ELECTRICAL WEST
Industry News Letter

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Midmonth Report to the Western Electrical Industry

January 15, 1961
Vol. 126, No. 1A

California Oregon Power Co. and Pacific Power & Light directors have reached agreement on a basis for a proposed **merger of the two utilities.** The merger would result in a system serving 415,000 utility customers. Approximately 400,000 kw of hydroelectric power is pending on the two systems which, when completed, will bring the combined capacity to more than 1½ million kw. Transmission lines of the two systems are interconnected.

Following approval by stockholders and regulatory commissions, it was agreed that **1.2 shares of PP&L common would be exchanged for a single share of Copco common.**

Under the agreement Paul McKee will continue as chairman of the board of PP&L and D. R. McClung as president. Al Cummins, Copco president, and Glen Jackson, vice president, will become vice chairmen of the PP&L board. Other officers of the two companies will serve as officers of the merged company and most of the members of the Copco board will serve on the board of PP&L.

Few other changes in the Copco organization are anticipated at the present time. Both managements expressed the belief that the integration of the power companies would help hold the line on future power costs.

Douglas County PUD commissioners have decided to go ahead with plans for Wells Dam on the Columbia between Rocky Reach and Chief Joseph Dams. **Pacific Power & Light and Portland General Electric companies have joined Puget Sound Power & Light in paying for final engineering studies,** estimated to cost $150,000. Puget met earlier costs. In return, the three companies will share in options on 62% of the project's power, now estimated at 560,000 kw.

Interested in the project's output but not mentioned in the announcements are Washington Water Power Co. and the Washington Public Power Supply System, a group of Washington state public utility districts.

Douglas County has announced that right-of-way for the project will cost nearly $15 million, require the relocation of three towns. Ten thousand acres will be affected.

R. W. Beck & Associates has recommended that the **Anchorage, Alaska, city council proceed with plans for a gas-fired turbine-generating plant of approximately 12,000 kw capacity.** The plant would be located at oil fields on the Kenai Peninsula near Anchorage. Final go-ahead is dependent on negotiation of wheeling rates with the Chugach Electric Assn. The plant would deliver power at 12.29 mills per kwh. The Alaska Power Co. is offering power at 14.15 mills per kwh.

Southern Colorado Power Co. of Pueblo is negotiating with Colorado Fuel & Iron Corp. for a 60-acre site southwest of Pueblo for **construction of a 44,000-kw steam generating plant.** Still unresolved are the problems of water supply, which are required both by CF&I's steel mill and by the generating plant.

A decline in employment opportunities for college graduates since last May was reported by the University of California's Student and Alumni Placement Center. At the end of last year the center was getting fewer calls from employers than for any time since early 1958. There is a continuing demand, however, for those with master's and doctor's degrees. According to the report, starting salaries in most jobs are from 3 to 5% over salaries for the same jobs a

WHAT'S GOING ON IN PCEA
THIRTEENTH IN A SERIES

Residential Relighting Promotion Urged

Source of untapped profits for utilities, manufacturers

By A. O. GROTENHUIS, Chairman, PCEA Residential Lighting Committee (Southern Pacific Sales Manager, Thomas Industries, Inc., Los Angeles)

PCEA members have at their fingertips a fruitful though as yet undeveloped source of revenue: residential relighting.

Through fresh, forceful promotion, interest in this subject among home owners can be stimulated immensely, with resulting extra sales in kilowatt hours and in lighting equipment.

At a group meeting for the Southern Area members of the PCEA Residential Lighting Committee on Nov. 30, 1960, the following recommendations were made:

1. A basic step is to start with utilities personnel themselves. Special discounts on lighting fixtures for these people could start "spheres of influence" in their neighborhoods, and help generate interest in relighting on a person-to-person basis.
2. A utility-manufacturer joint promotion could enlist efforts of dealers and electrical contractors in selling new fixtures to the public. Special prices for special periods would provide the "buy now" stimulus needed for residential customers.
3. Displays of fixtures should be set up at Home Service Centers and in Demonstration Kitchen areas to generate interest among housewives.
4. Manufacturers and utilities can create a "joint pool" of outstanding slides, photographs and films of residential lighting installations.
5. Model Home tie-ins would be of immense help in building interest in this subject among home owners.
6. Greater use can be made of booths at home shows and local fairs to promote relighting.
7. Utilities should feature relighting as a subject, along with various fixtures, in their window displays.

To sum up: Residential Lighting represents good potential sales and profits for utilities, manufacturers and dealers. An effectively coordinated promotion can, we feel sincerely, reveal the great and growing opportunities in this area for members of PCEA.

PACIFIC COAST ELECTRICAL ASSOCIATION

Questions and suggestions on any PCEA activity are invited.

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year ago. **Median monthly salaries for liberal arts graduates: $400 for men and $325 for women; for civil engineers, $517; electrical engineers, $565.** Opportunities for men and women graduates in government service continue to be good, the report stated.

Trico Electric Cooperative is seeking an injunction to prevent Tucson Gas, Electric Light & Power Co. from building power lines to a Titan intercontinental missile base under construction at Tucson. Trico would restrain Tucson GEL&P from furnishing electricity to 10 to 18 underground launching pad sites, claiming it has a certificate of convenience and necessity to serve rural areas in which they are located. The Tucson utility told the court that it was selected by the Air Force to provide the service.

Tacoma City Light probably will press for an early court test on an initiative approved by state voters on Nov. 8 blocking construction of all hydro dams on the Cowlitz and other tributaries of the Lower Columbia. Bond attorneys are convinced that the initiative is unconstitutional and not applicable to Tacoma. They want the issue decided in court before the city sells a major bond issue for its second Cowlitz dam at Mossyrock. Construction of the first dam, Mayfield, is more than 65% complete. An earlier state act, similar to the initiative, was ruled not applicable to Tacoma's federally approved project.

A recommendation that the Wyoming Public Service Commission and the State Board of Tax Equalization be set up as separate state agencies has been made by the Wyoming Legislative Research Committee. The same three men now serve on both boards and, according to the committee, are loaded down with a great deal of responsibility. It is proposed that the three now serving be retained on one board and three new men be appointed to the other agency.

Bids for exploratory drilling at the Ben Franklin dam site on the Columbia near Richland, Wash., will be opened Jan. 25. The drilling on an island in the river will be the first step in a feasibility study of the $250 million, 352,000-kw project to be conducted by the Corps of Engineers during the next two years.

A "Uniform Wiring Code" has long been a project of Southern California Chapter, IAEI. On the eve of its final consideration for recommended adoption throughout southern California, the Los Angeles Chapter, NECA, objected on the grounds that it would add more confusion to the many ordinances and codes now in effect. The contractors group on Dec. 5 and by the general membership Dec. 12 passed a resolution to the various legislative bodies to discourage the adoption of such a code. Commending the inspectors' association for the good work it does, it called attention that inspectors are a policing or enforcing agency and that "policemen do not make the laws, they enforce them."

Speaking of codes, Prof. Henry Charles Burge, AIA, dean of USC architectural school, declared that the public could be saved the cost of building Feather River Project from savings that a single state-wide building code would bring. A pile of codes and ordinances six stories high, he said, are now in effect in the State of California.

In the San Francisco Hilton Hotel permit hassle many charges were made by the press and interested parties that the San Francsico Building Code was "obsolete" because it required fire safety precautions in excess of other cities. The Structural Engineers Assn. of Northern California strongly protested such newspaper talk as ignorant of the facts and commended the public inspection officials for their stand. A bitter ironic note was added when the skid row

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Hotel Thomas burned, taking 20 lives and injuring 38 others. Fire doors on the stairways would have retarded the spread of the holocaust.

Permission for construction of buildings in Utah depends on designs by practicing architects with a license, according to a ruling of the attorney general for Frank E. Lees, director of the state registration department. The same holds for contracting work. Local governments may not license that which is forbidden by state law.

The missile base jurisdictional problem brought a plea from Peter Schoemann, president of the United Assn. (plumbing and pipe fitting union), who urged that no strikes be called but that the various crafts try to iron out their jurisdictional differences in the interest of speeding national defense. . . . The IBEW signed a temporary agreement with Philco to supply electricians on one project where electrical contractors were not getting the work anyway.

California Governor's Industrial Safety Conference, the 11th state-wide meeting, will be held at Biltmore Hotel, Los Angeles, Feb. 9 and 10. In the Construction Section, progress in the revision of the state's Electrical Safety Orders will be reported.

Building construction seemed to be increasing its pace at the beginning of the year after a slow period during December. Considerable work is scheduled for bids. Whether the slump in employment of union electricians is more than the seasonal pattern was hard to determine. Most local unions had many men sitting on the bench. Contractors were complaining of lack of business and of dangerous low bidding.

Slow business did not deter union demands, however. Plumbers in the Oakland area were striking over a 60¢-an-hour increase demand. In Fresno IBEW Local 100 and Central California Chapter, NECA, signed a two-year agreement Dec. 16 calling for a 17¢ increase effective Jan. 1; a 20¢ boost Jan. 1, 1962. This is in the area where competition from District 50 of the Mine Workers has given electricians and contractors such competition.

Low bidder on the line from Flaming Gorge switchyard to the Vernal substation, 41 miles, was Wasatch Line Construction Co., Salt Lake City. It was a bid of $793,000 as compared with the engineers' estimate of $610,546.

William R. Reedy was appointed to succeed Charles J. Foehn, now vice president of District 9, as business manager for Local No. 6, IBEW. He has been assistant to Foehn for the past 8½ years and has handled building trades contacts for the union. Age 43 years, he served his apprenticeship, starting in December 1937, with Local No. 6, after schooling in San Francisco schools. . . . **Ralph Bell,** who has acted as coordinator for apprenticeship and adult education under the Joint Industry Fund, moved back into No. 6 leadership to take Reedy's former position. **Otto Weber,** brother of Emil A. Weber, contractor, will become the apprenticeship and education coordinator for the Industry Fund.

Two of the West's NECA vice presidents were appointed to head National Electrical Contractors Assn. standing committees for 1961 by Pres. Harold A. Webster. Norman D. Ferguson, vice president, District 9, San Diego, heads the marketing committee, and Charles I. Berrell, Salt Lake City, vice president, District 8, that on governmental affairs.

De Berge Electric Co. of Phoenix received five shares of Arizona Public Service Co. common stock for placing first in a commercial lighting contest for contractors sponsored by the utility. The winning job was a high level lighting installation at the A. J. Bayless Supermarket in Douglas. Other contractors winning stock were Elliott's Electric of Casa Grande and Pete's Electric of Winslow.

National Electrical Week, Feb. 5-11, is being prepared for by electrical groups throughout the nation this year under the general chairmanship of Harold A. Webster, NECA president. Leading manufacturers are planning salutes on network television shows and in national magazines. Associations of utilities, contractors, distributors, electric leagues and electrical workers' unions are planning observance of the week and advertising of it. In Hawaii a cooperative campaign with the electrical contractors association and the Hawaiian Electric Co. is

planned. Franklin County PUD No. 1 in Pasco plans observance. Rocky Mountain Electrical League has quite a program featuring high school students attending the "Atoms for Youth" program.

Producers Council is preparing a taped program for a series of seminars on air conditioning to be presented to architects' groups throughout the country. Scheduled for February, it will be booked from then on and arranged to be presented by a moderator and three panelists.

The plan fee deposit arrangement offered by the Puget Sound Chapter, National Electrical Contractors Assn., in October, has been accepted by 140 architects and engineers in the area, according to Maynard Sundt, chapter manager. It eliminates check deposits by chapter members when obtaining plans as the association guarantees their safekeeping.

Ten blocks of street lighting in Butte, Mont., have been modernized with 43 new steel ornamental poles supporting a 10,000-lumen incandescent fixture. It replaces a system of 59 units with 1,000-lumen lamps.

The National Wiring Sales Conference will be held this year at Sherman Hotel in Chicago Feb. 23 and 24. It will be divided into three open forum discussions on residential, commercial and on Medallion Home promotions.

National Assn. of Electrical Distributors appointed Francis X. Blackwell to its staff as of Jan. 1. His assignment will be with members in the Western and Central Regions.

A Motor Vehicle Maintenance Conference will be conducted by the University of Washington, College of Engineering, March 20-22, in Seattle. Utilities and others with fleet operations of motor vehicles will find their problems discussed and the experience of similar operations in other industries reported.

Inspectors belonging both to the Electrical Inspectors' Assn. of B. C. and Puget Sound Chapter, IAEI, will hold a joint meeting in June, both organizations have agreed. Place and time have not yet been decided.

Its seventh Electrical Maintenance Conference will be held by the Electrical Maintenance Engineers Assn. of California, Los Angeles, at the University of Southern California in Founders Hall March 28-30. As with past such conferences, plant maintenance people, engineering and plant management, as well as suppliers in various fields, and electrical contractors will be welcome. Conference committee co-chairmen are Robert R. Procter, Larsen-Hogue Electric Co., and John Horsburgh of Kaiser Steel Corp. Topics for the three-day conference will be on electrical codes, maintenance in small and large plants, human relations, electronics and management of maintenance. A field tour of the General Motors plant is scheduled for the afternoon of March 30. A special banquet with table top exhibits by sponsoring member companies will be presented at the Rodger Young Auditorium March 28.

The first chapter of the National Assn. of Power Engineers in Hawaii has been organized, with 34 chapter members. Jack Atnip is president, Paul Hong, vice president; Noble Napoleon, treasurer; Domingo Silva, financial secretary; John A. Low Jr., secretary. Members include professional and practicing engineers and apprentices in the electric, gas and refrigeration fields.

Electronic motor control courses for employees of independent electrical apparatus service firms will be staged in the spring by the Electrical Apparatus Service Assn. (NISA). One such five-day course will be held in Los Angeles May 1-5. It will be directed by G. D. Long, instructor of maintenance schools, Reliance Electric & Engineering Co., Cleveland.

Snake River Valley Electrical Assn. holds its annual conference in Boise on Edison's Birthday, Feb. 11, terminating National Electrical Week. Special emphasis this year will be given to electric heat promotion. It will be presented by Robert O'Connor, newly appointed sales manager of the Boise Division, Idaho Power Co. Other featured speakers on industry topics generally will be included.

Intermountain Electrical Assn. will hold its 40th annual electrical industry conference on Feb. 2 at Hotel Ben Lomond, Ogden. No further details are known of the program at this time.

Another merger has been announced. Wakefield Co. of Vermillion, Ohio, manufacturer of commercial and industrial lighting equipment, has completed plans to merge with Abrasive & Metal Products Co. of Detroit.

From the Desk of H. F. Hartzell, President
Pacific Coast Electrical Assn.

The **Administrative Services Section** held an excellent Fall Conference under joint sponsorship with the Pacific Coast Gas Assn. at the Safari Hotel, Scottsdale, Ariz., on Dec. 1 and 2. There was a registered attendance of 201, which broke all records for this group; and I welcome this opportunity to commend W. T. Quinsler and D. M. Pritchett, our chairman and vice chairman of the section, upon the splendid program that was developed, and the efficient manner in which the meetings were conducted. Special praise is also due the five group sponsors: Harold H. Tracy, Southern California Edison Co., **Building Design and Maintenance;** Elmer M. Byrge, Southwest Gas Corp., **Credits and Collections;** E. C. Saunders, San Diego Gas & Electric Co., **Customer Accounting;** L. C. Jantz, California Electric Power Co., **Purchasing and Stores;** and Richard K. Miller, Pacific Gas and Electric Co., **Economics of Utility Industry.**

An equally timely and worth-while program is being developed for the **Spring Conference** to be held at the **Villa Hotel, San Mateo, Calif., April 27-28.** The group sponsors and subjects for this meeting will be: R. C. Witter, Southern Counties Gas Co., **General Accounting;** R. E. Loomis, Washington Natural Gas Co., **Insurance and Claims;** C. R. Salter, Southern California Gas Co., **Land and Right-of-Way;** John R. Kleespies, PG and E, **Use of Manpower;** and E. D. Cuerdon, Arizona Public Service Co., **Economics of Utility Industry.**

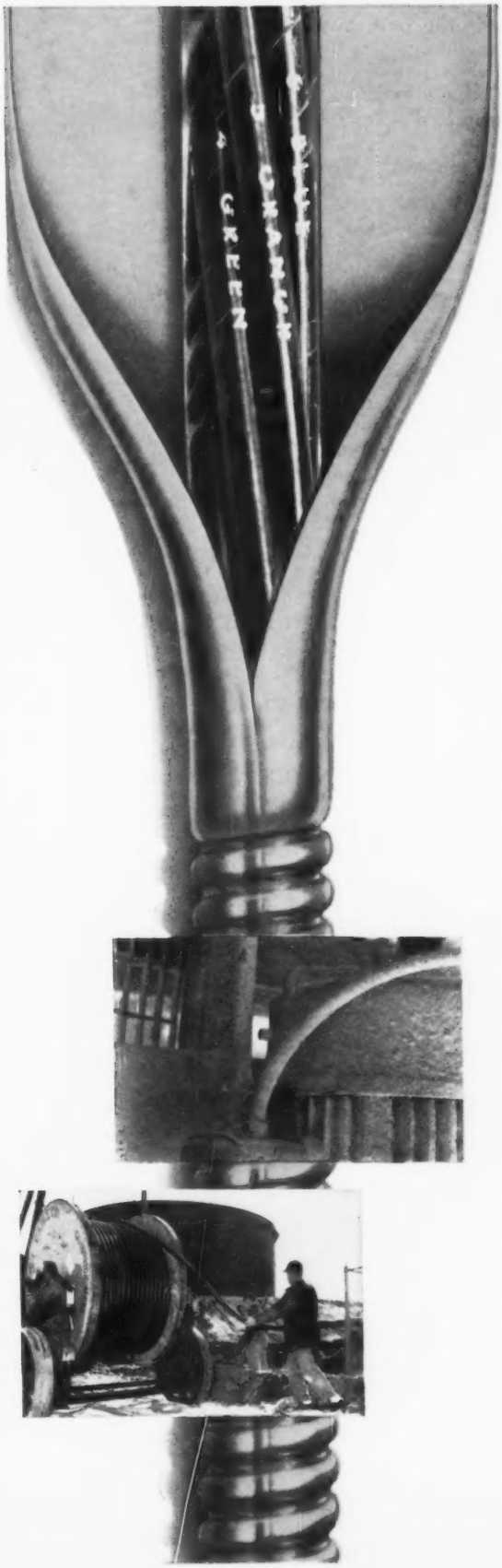
The **Engineering and Operating Section** under Chairman H. K. Breckenridge, Ebasco Services, and Vice Chairman H. W. "Skip" Warren, Rome Cable Division, Alcoa, is busy formulating the program for the conference that it will hold at the **Ambassador Hotel, Los Angeles,** on **April 6-7.** The sponsors in this section are C. B. Bennett, Fluor Corp.; R. E. Campbell, Alcoa; H. R. Daniels, PG and E; D. K. Foulkes, General Electric Co.; J. H. Goodell, Southern California Edison Co.; A. L. Guidero, Southern California Edison; H. P. Hostetter, Elliott Co.; W. L. McCabe, Sierra Pacific Power Co.; R. L. Mellers, Westinghouse Electric Corp.; C. J. Nevitt, San Diego Gas & Electric Co.; R. G. Peterson, I-T-E; H. J. Randolph, Randolph Engineering Corp.; R. W. Spencer, Southern California Edison; C. R. Stanley, PG and E; and R. A. Young, Robert A. Young Co.

The **Business Development Section,** which is holding its conference at the **Sheraton-Palace Hotel, San Francisco,** on **April 17-18,** is under the guiding hand of Chairman Frank M. Falge, who is ably assisted by Vice Chairmen W. D. Howell and R. J. Phillips. Walt Howell has supervision over the agricultural, commercial and industrial committees; and Ralph Phillips is supervising the residential committees. Space will not permit us to list all of these committees with their chairmen and vice chairmen in this issue but we are deeply indebted to each, and will see that they get due recognition in our next release.

As in the past, detailed programs for all conferences will be mailed to all members about one month prior to the meeting dates, and will include reservation forms for hotel accommodations.

C. C. Walker and L. H. Anderson are general chairman and co-chairman for the **Annual Convention,** which will be held at the **Sheraton-Palace Hotel, San Francisco, May 17-19.** They announce that all of the convention committee chairmen have been appointed and are enthusiastically at work on their assignments. These chairmen will also be announced in our next release.

My heartiest good wishes for a Happy and Prosperous New Year go out to each of our members, along with my sincere thanks for the support which you are giving to the association's activities.



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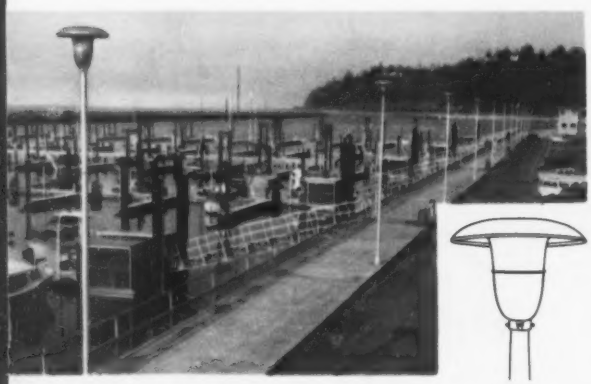

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